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THEY'VE GOT THE IDEA...

CALL FOR PHILIP MORRIS
TRUE SMOKING PLEASURE - WITHOUT SMOKING PENALTIES!



Do You Inhale?

All smokers do—some of the time

IT'S easy to understand that when you do inhale—consciously or unconsciously—there's increased exposure to irritation! Here's something vital—long known to eminent medical authorities: 4 other leading brands of cigarettes were found to average 235% more irritant than the strikingly contrasted Philip Morris—and further, the irritation was found to last more than five times as long!

So—especially if you inhale—Call for Philip Morris—complete smoking pleasure, unmarred by throat irritation! Philip Morris' superiority for the nose and throat is recognized by eminent medical authorities: no other cigarette can make that statement!

AMERICA'S FINEST CIGARETTE



"My Job's A Picnic..

All I do is remind you... there's a vital difference that makes you want PHILIP MORRIS"

YES... a vital difference in manufacture... brings to you a vital difference, of smoking enjoyment without smoking penalties. For, as a group of distinguished doctors found:

—WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION OF THE NOSE OR THROAT—DUE TO SMOKING—CLEARED COMPLETELY, OR DEFINITELY IMPROVED.

*Reported in authoritative medical journals

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FOR
PHILIP MORRIS

America's FINEST Cigarette

CREATORS OF FAMOUS CIGARETTES FOR 52 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

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